

What is claimed is:

1. An advertisement management method, comprising:  
designating an advertisement time slot for a first advertisement;  
5 inserting the first advertisement into the advertisement time slot;  
categorizing the first advertisement as one of: an overrideable advertisement and a non-overrideable advertisement;  
receiving a request from a second advertiser to replace the first advertisement with a second advertisement;  
10 determining whether the first advertisement is categorized as an overrideable advertisement; and  
if it is determined that the first advertisement is categorized as an overrideable advertisement, replacing the first advertisement with the second advertisement.
- 15 2. The method of claim 1, wherein the second advertiser pays a premium to replace the first advertisement with the second advertisement.
3. The method of claim 1, wherein the first advertisement is priced at a lower cost than a non-overrideable advertisement.
- 20 4. The method of claim 1, wherein the request to replace the first advertisement with the second advertisement is based upon data obtained using ratings system technology that tracks program viewing activities for the purpose of identifying most-valuable and least-valuable potential consumers.
- 25 5. The method of claim 1, wherein the first and second advertisements are broadcast to the potential consumers via a broadcast transmission.
6. The method of claim 5, wherein the broadcast transmission comprises at least one  
30 of: a television broadcast, a radio broadcast, and a broadcast sent over the Internet and received on a personal computer.

7. The method of claim 6, wherein the broadcast sent over the Internet further comprises an advertisement displayed as a web-page.

5 8. The method of claim 1, wherein the request to replace the first advertisement with the second advertisement is based upon data obtained using marketing tools comprising at least one of: ratings systems that track program viewing activities by sampling a plurality of households and estimating the number of viewers of the programs using viewing activity data, focus groups that study the effectiveness of different types  
10 advertisements, and product sales reports.

9. An advertisement management method, comprising:  
designating an advertisement time slot for a first advertisement;  
inserting the first advertisement into the advertisement time slot;  
15 categorizing the first advertisement as one of: an overrideable advertisement and a non-overrideable advertisement;  
receiving a request from a second advertiser to replace the first advertisement with a second advertisement via an interactive server;  
determining whether the first advertisement is categorized as an overrideable  
20 advertisement; and  
if it is determined that the first advertisement is categorized as an override advertisement, replacing the first advertisement with the second advertisement via the interactive server.

25 10. The method of claim 9, wherein the interactive server is further operable for storing, managing, receiving, and responding to the first and second advertisements along with requests from the first and second advertisers.

11. The method of claim 9, wherein the second advertiser pays a premium to replace  
30 the first advertisement with the second advertisement.

12. The method of claim 9, wherein the overrideable first advertisement is priced at a lower cost than a non-overrideable first advertisement.

13. The method of claim 9, wherein the request to replace the first advertisement with the second advertisement is based upon data obtained using ratings system technology that tracks program viewing activities for the purpose of identifying most-valuable and least-valuable potential consumers.

14. The method of claim 9, wherein the first and second advertisements are broadcast to the potential consumers via a broadcast transmission.

15. The method of claim 14, wherein the broadcast transmission comprises at least one of: a television broadcast, a radio broadcast, and a broadcast sent over the Internet and received on a personal computer.

16. The method of claim 15, wherein the broadcast sent over the Internet further comprises an advertisement displayed as a web-page.

17. A system for managing advertisement programming, comprising:  
an advertisement time slot occupied by a first advertisement;  
a second advertisement; and  
an interactive server of a network content provider, wherein the interactive server is operable for replacing the first advertisement with the second advertisement.

18. The system of claim 17, wherein the interactive server is further operable for storing, managing, receiving, and responding to requests regarding the first and second advertisements.

19. The system of claim 17, wherein a premium is paid by an advertiser to replace the first advertisement with the second advertisement.

20. The system of claim 17, wherein the network content provider comprises at least one of: a television network, a radio network, and a computer network.

CLT LIB 01 662132 1